

FEBRUARY 15TH

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"



\$7.99 PER YEAR



In Your New Home

Enhanced Weatherproofing Products play an important part in the construction of fine residences. The fundamental purpose which they serve, coupled with the great confidence reposed in them by architects and builders, makes them inevitable.

As you look over the plans for your new home remember that, from cellar to ridgepole there are many places in which a weatherproofing product bearing the name Ruberoid should be used.

Rubertoid Weatherproofing Products are manufactured to meet a standard of quality set nearly forty years ago—a standard which demands that the name Rubertoid appear only on products of the highest possible quality. As a result of this policy, Rubertoid quality has come to be the standard by which weatherproofing products may be judged.

It is because of this unwavering policy of quality that Ruberoid Weatherproofing Products are distributed by men who are considering their customers' interests as well as their own.

There is a Rabenold Distributor near you. Buy from him.



This already illustrates the way in which a few of our Suborder/Functioning Pandas are used.

8. National Day (Monday) - annual celebration of independence.
9. National Day Holiday (Tuesday) - public holiday following the national day.
10. National Day Holiday (Wednesday) - public holiday following the national day.
11. National Day Holiday (Thursday) - public holiday following the national day.
12. National Day Holiday (Friday) - public holiday following the national day.

THE STANDARD PAINT COMPANY
OF CANADA, LIMITED

55 Victoria Square, Montreal, Que.

WISCONSIN	TRANSPORTATION	DEVELOPMENT	FINANCIAL STATEMENTS
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RU-BER-OID roofing

SCHMIDLER
FELTS

ROLL ROFFERS

1997年12月15日

BUILDING FILMS
PLASTICS

Prest-O-Lite
STARTING & LIGHTING
Storage Battery



Whew—but it's cold!

WHEN oil is congested—when gasoline vaporizes slowly—only a battery of unusual power and vitality can stand the strain of spinning that cold, stiff engine till she takes the spark.

Prest-O-Lite is the battery of supreme power and endurance—a load of power for the heaviest starting demand—surplus power for constant starting, lighting and ignition service—through all the months and seasons of its long and useful life.

Pre-O-Lite Company of Canada, Limited, Hillcrest Park, Toronto
 Branches and Workplaces: Montreal, Winnipeg, St. Boniface, Edmonton, Toronto, St. Boniface

Service and Sales Stations Everywhere Throughout Canada



Maybe Adam Laughed at These?



"Mister—I see the officials say you're coming. Is the honor I will take to the city again?"

"Yes, it would be an honor. I am prepared now to the city and to the city again."

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Alaska
Pinto
Saskatchewan
Quebec

Power

OVER 200,000 Ford Cars in Canada represent energy equal to more than four million horsepower—greater than the combined energy of all Canada's water power to be developed.

The simplicity, sturdiness and power of the Ford engine, which is characteristic of the entire Ford Car, insures you economy and constant satisfactory performance.

Ford Motor Company of Canada, Limited
Ford, Ontario

FORD PRICES

Truck One
Sixty

Truck Two
Eighty

Truck Three
One Hundred

Truck Four
One Hundred Twenty

Truck Five
One Hundred Forty

Truck Six
One Hundred Sixty

Truck Seven
One Hundred Eighty

Truck Eight
Two Hundred

Truck Nine
Two Hundred Twenty

Truck Ten
Two Hundred Forty

Truck Eleven
Two Hundred Sixty

Truck Twelve
Two Hundred Eighty

Truck Thirteen
Three Hundred

Truck Fourteen
Three Hundred Twenty

Truck Fifteen
Three Hundred Forty

Truck Sixteen
Three Hundred Sixty

Truck Seventeen
Three Hundred Eighty

Truck Eighteen
Four Hundred

Truck Nineteen
Four Hundred Twenty

Truck Twenty
Four Hundred Forty

Classified Advertising

20 cents per word per week

Rates for Classified Ads—Insertions in this section strictly on a word per week basis. Each insertion must be in the form of a single column of text. No more than 100 words per insertion. All ads must be accompanied by cash. Please see the rates card on each page for full details of the section.

DEPT. OF REVENUE—REVENUE
The Department of Revenue is now
accepting applications for the
position of Revenue Officer. The
position is open to all persons who
are at least 18 years of age and
have completed the 10th grade.
The position is open to all persons
who are at least 18 years of age and
have completed the 10th grade.
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who are at least 18 years of age and
have completed the 10th grade.

PRUE COTTONS

**(INDIGO DRILLS)
No's 250 or 285
Are TOUGHEST
CHEAPEST and BEST
for
WORK CLOTHES**

**DOMINION TEXTILE CO. Limited
MONTREAL • TORONTO • WINNIPEG**



"By tender blessed moon I swear"—Painted by Walter Biggs for "A Skin You Love to Touch"

A skin you love to touch

EVERY day your skin is changing. Each day old skin dies and new forms in its place.

By giving this new skin intelligent care you can make it what you will.

If your skin has lost its fine texture, use this famous treatment every night:

Dip your washcloth in very warm water and hold it to your face. Dip a cake of Woodbury's Facial Soap in water, then rub the cake over your skin. Leave the softening of soap on a few minutes until your face feels dry and dry. Then remove the skin and rub the soap to gently with an upward and outward motion. Rinse your face thoroughly first in cold water, then in acid. Whenever possible, finish by rubbing the face with a piece of ice.

In the booklet wrapped around every cake of Woodbury's Facial Soap you will also find treatments for the other commoner skin troubles.

A miniature set of the Woodbury's skin preparations will be sent you for 25 cents. This set contains your complete Woodbury treatment for one week.

In it you will find the treatment booklet, a trial cake of Woodbury's Facial Soap—enough for seven nights of any treatment; a sample tube of the new Woodbury's Cold Cream; and samples of Woodbury's Cold Cream and Facial Powder.

Write to-day for this special outfit. Address The Andrew Jergens Co., Limited, 7903 Sherbrooke Street, Perth, Ontario.

A 25-cent cake of Woodbury's Facial Soap lasts for a month or six weeks of any treatment or for general skin care. Sold at all drug stores and toilet good counters in the United States and Canada.



Woodbury's Facial Soap